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Business strategy is a structured methodology of linking mission, vision and value proposition to a desired outcome in a measurable way while remaining relevant in the economic market place. Therefore, business strategy is an effective tool for business, non-profits, governmental agencies or professional athletes and singers as they all have to build their brand with purpose and use it strategically to drive their economic engine to be viable. In this episode, we will hear the professional journey of Alan Santana, a multi-talented professional boxer who learned his life lessons and translated

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Featured Guest



Alan Santana

Alan currently presides as the CEO, President and Founder of No Teen Riders, INC., a non-profit organization created to educate teen drivers and their families by providing practical information, preventive measures, and compliance standards to reduce and eliminate teen vehicular deaths. He is married to wife Annamarie for over 32 years.

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